

Subject: Re: Dia de los Muertos Finances
From: Jonathan Williams <jwilliams@labattleship.com>
Date: 11/15/2017 05:19 PM
To: Lorena Parker <lparker@sanpedrobid.com>
CC: Augie Bezmalinovich <ABezmalinovich@portla.org>, Arley Baker <abaker@portla.org>, Monica Simpson <msimpson@sanpedrobid.com>, Vince DiMeglio <vinced55@yahoo.com>, Eric Eisenberg <ericeoban@gmail.com>, Warren Gunter <w.gunter@sbcglobal.net>, Greg Morena <greg@thealbright.com>, Dan Salas <danny@longbeachcruises.com>, Gianine Rizzi <grizzi@sanpedrobid.com>

Thank you! These are great numbers! Good job!

Regards,

Jonathan Williams
President & CEO
Pacific Battleship Center / Battleship IOWA Museum
(877) 446-9261 ext. 709
www.pacificbattleship.com

[Sent from the little tiny keyboard on my Android device. Please pardon my errors.]

On Nov 15, 2017 5:02 PM, "Lorena Parker" <lparker@sanpedrobid.com> wrote:
Good afternoon,

As a follow up to our meeting earlier today, here are some quick numbers for Dia:

Cost: \$35,243 (not including PBID staff time)
Revenue (booth and sponsorships) \$15,224.95
Deficit: \$20,018.05
Attendees: 8,000
Cost per attendee \$2.50

Lorena Parker
Executive Director
San Pedro Property Owners' Alliance
**San Pedro Historic Waterfront
Business Improvement District**
[390 W. 7th Street | San Pedro, CA 90731](http://390.W.7th.Street|San.Pedro,CA.90731)
T [310.832.2183](tel:310.832.2183) | F [310.832.0685](tel:310.832.0685)
lparker@sanpedrobid.com
www.sanpedrobid.com